

SHÁÁ WASMUND MBE

STOP
TALKING
START
DOING
ACTION
BOOK

"This book made
me uncomfortable.
Well done!"

SETH GODIN

*Author of
Poke the Box*

**PRACTICAL TOOLS AND EXERCISES
TO GIVE YOU A KICK IN THE PANTS**



CAPSTONE
A Wiley Brand

STOP TALKING, START DOING ACTION BOOK

Practical Tools and Exercises to Give
You A Kick in the Pants

Sháa Wasmund, MBE



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This was supposed to be about something else. It's not what we expected it to be. But once we started, it took on a life of its own. And now it's this. And as a result it's hopefully better than the original idea.

Such is life. Such happy things only happen if you **get started** on something. There's something to say about this on page 131.

Originally the book was intended specifically for people teetering on the brink of setting up their own first business and in need of a friendly shove in the right direction. But it changed.

The impetus needed to start a business is the same as anyone teetering on the brink of **anything**. So for you - this is your kick in the pants.

If you want to do something but secretly fear you're never going to do it, whatever that might be, then this might help you:

- Go to the Amazon
- Throw yourself into retraining
- Lose a dress size
- Go back to school
- Write a book
- Ditch your partner
- Take your company in a new direction
- Create art
- Learn to play polo
- Seek the promotion you want
- ...OR set up your own business.

As a result it's not written just for the entrepreneurial business person but for the entrepreneurial in spirit. The lessons, the advice, the nagging, the cartoons, the jokes, the exaggerations and the things that possibly never really happened... all these things apply to anyone trying to cross that bridge between their dreams and their reality.

Talking of the things-that-probably-never-really-happened...

A Tibetan Lama was speaking to a group of monks and to make a point, pulled out a large jar, set it on the table in front of him, produced a few fist-sized rocks, and placed them, one by one, into the jar.

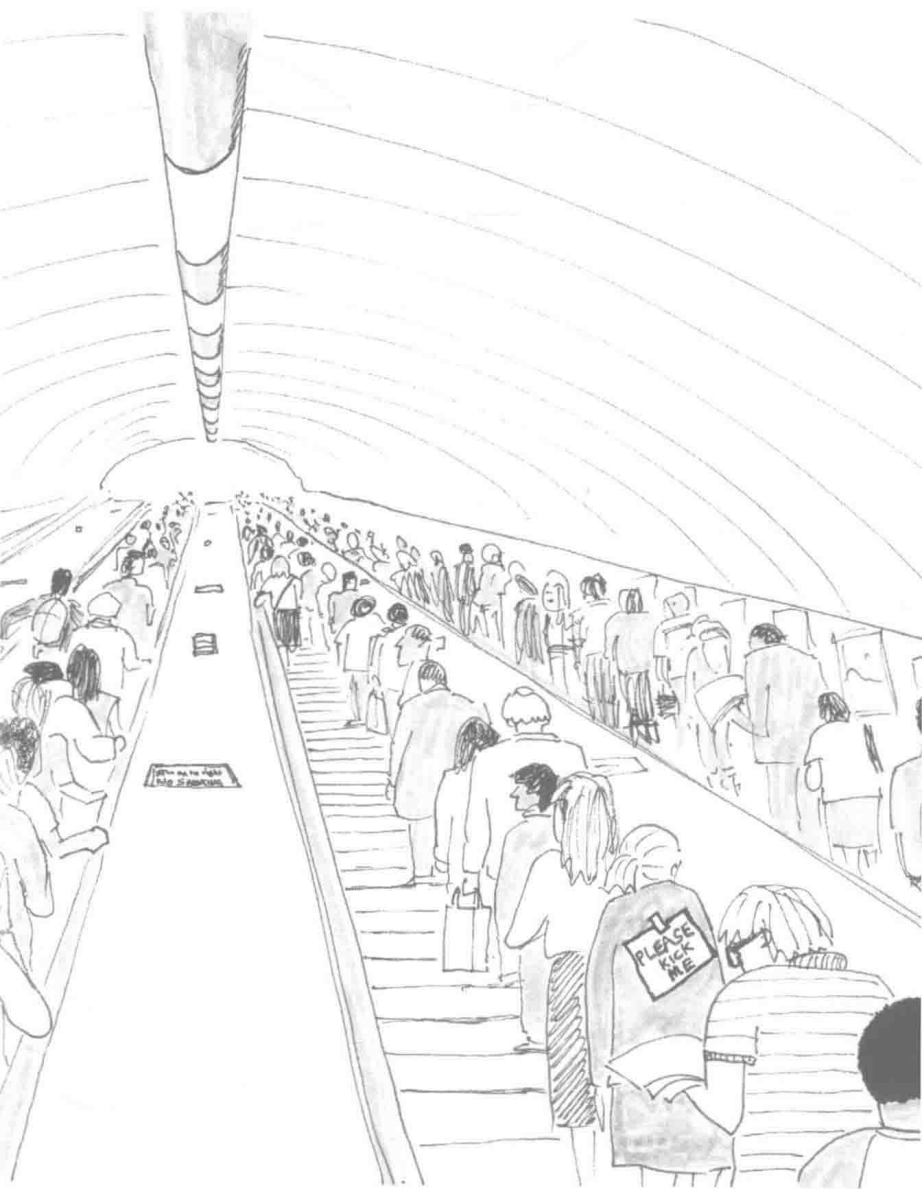
When no more rocks would fit inside, he asked: "Is this jar full?" Everyone said: "Yes." He reached under the table and pulled out a bucket of gravel, dumped some in and shook the jar, the gravel worked between the rocks. Again, he asked: "Is this jar full?" The monks were catching on. "Probably not," one answered.

"Good!" he replied and reached under the table and brought out a bucket of sand. He dumped the sand into the jar until it filled all the crevices. Once more he asked: "Is this jar full?"

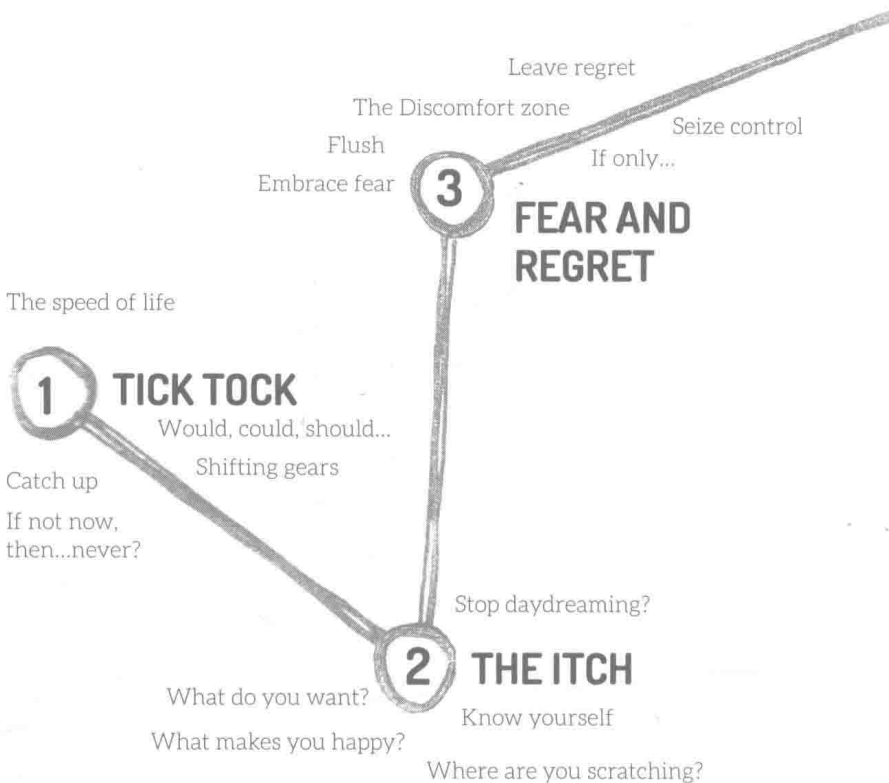
"No!" the monks shouted. "Good!" he said and grabbed a pitcher of water and poured it until the jar was filled to the brim. Then he asked, "What is the point of this illustration?" One young monk responded, "The point is, no matter how full your day you can always fit some more things in."

"No," the speaker replied, "the point is that if you don't put the big rocks in first, you'll never get them in at all. What are the priorities in your life?"¹

“Viva gumption!”



How to Get From Talking...



Marshmallows

START

Do what
you say

4

The whoosh of time
Climb into the ring

No hesitation

State of flow

Get on with it
The danger of drift

5

Propulsion
Too much jam?

THE ART OF DECISION- MAKING

What's your goal?

Chunk it down

Now what?

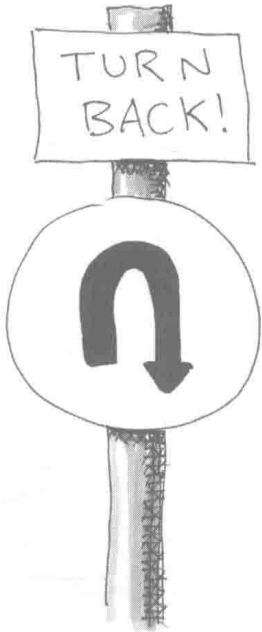
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A bit of planning

...AND ACTION

Eating elephants

...to Doing



“Courage is being scared to death...
and saddling up anyway.”

John Wayne

“Oh, the places you’ll go!”

Dr. Seuss



PART 1



TICK TOCK

“What is past is
prologue.”

William Shakespeare

“Eyes front!”

Any drill sergeant in any
army anywhere

Life has a sting in the tail.



It's shorter than we expect.

And it races by while we're working out what's really important and what actually isn't.

As time roars past our ears we drift, deliberate, doubt and take ourselves too seriously yet all the while we talk about what we would, could and should do to make it better.

And then it's gone.

So let's walk the talk.

Because there's never been a better time, or a more urgent time, to start doing the things you want to do.

Let's dance.

The speed of life

This book is about starting.

It's about shifting from the static to the active state; the state where things happen because you initiated them.

It's about shifting gears, moving direction, transforming what you do with your day, your week, your time and taking control; it's about deliberately putting one foot in front of the other and moving with purpose instead of being carried along by the current.

There's never been a better time to start something. Now more than ever we live in a world of opportunity.

But the downside to this world of opportunity - brought about by new technology and new social and working conventions - is a world that seduces us into drifting through life.

Things like: shopping, web-surfing, casual tweeting, photo-commenting and status-updating. It's not that these things aren't fun or even good. But while it might feel like you're "doing" - in large part thanks to the power of billions of dollars of marketing - you might have a feeling that there's got to be more to life.

Take a couple of years out

Supposing you could take the next 2 years off from your normal life? You didn't have to worry about where you live, earning a living, paying the bills, what family, friends and colleagues would think of what you do in those next 24 months.

Now, what are you going to do in this time? Shop, surf the web and update your status? Maybe you'll spend your time sitting on a beach talking about what you're going to do over the next few months? Or will you be itching to get on with what you've been thinking about and talking about?

- What then, after a few weeks sitting on a beach, would you like to be getting on with?
- Do you want to write a book, start a band, study, renovate your house, leave your partner, your job, the town you live in and travel far and wide?
- What's it going to be? What do you want to do? Get a pen and paper and write it down. Now.
- Write down the things you'd do and the things, people and places it would involve. If it involves more money than you currently have, you're granted a limitless fund for anything you want to do.
- The money is there so that there's no financial barrier to you doing what you've often talked about.
- Find an image from a magazine (or download one from online and print off), something that depicts what it is you really want to do.